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Embassy Promotes U.S. Products at Safari Park Hotel

Deputy Chief of Mission Isiah Parnell spoke during the rebranding and opening of a new promotional campaign for U.S. high value food products known as “American Garden” at the Safari Park Hotel on May 8, 2013. The event highlighted the continued commercial partnership between the United States and Kenya and kicked off the rebranding of the American Garden line with a new logo and marketing campaign in Kenya. DCM Parnell said, “I am very happy to be here tonight to highlight the increasing commercial cooperation between the United States and Kenya. We have a long and close partnership that spans 50 years rooted in the shared values of freedom, opportunity, democracy, and entrepreneurship. We believe the U.S.-Kenya relationship in the commercial sector will continue to grow. And we look forward to a full and equal partnership, one that ensures equal opportunity for both our importers and exporters, with the goal of commercial prosperity.”



The New York-based Corporation imports food products sourced from throughout the United States. Some examples of products in their line include peanut butter, popcorn, mayonnaise, ketchup, salad dressing, and baked beans. Sales in Kenya were \$1 million USD and are projected to increase 30 percent in 2013.



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